

Inclusive Access

Day one access. Great savings. Real success.



What Your Colleagues Are Saying

“I have found auto access to be important for two primary reasons. First and foremost, it saves students a significant amount of money and I feel an obligation, if I can, to try to save students money. I have been very happy with the lower book prices for students through the auto access program here at the University of Missouri. Second, and just as important, I think that auto access ensures that more students actually get the books. And if they have the books, it increase their chances of reading the books. Cutting out the need to go to the book store, making the books automatically available to the students, seems to me to have increased reading of assignments and, therefore, has helped student performance in my classes.”

—**Professor William T. Horner**, The University of Missouri

“I knew that in order to get adoptions into Inclusive Access, professors had to be committed to not only requiring e-books, but also in using this buying method for students. So, bottom line from the rep’s perspective was to sell the benefits of going digital and using Inclusive Access then leave the rest up to my manager and the bookstore for next steps. Perfecting my sales pitch, knowing the benefits and piquing interest of faculty was my only focus. It really was that simple and worth every bit of effort. A win-win for everyone!”

—**Diane Dannenbrink**, SAGE Senior Sales Representative

“Inclusive access has gone over well here at WKU and more courses are added every semester. The primary reasons for the success of the program are price and access. On products that include technology above and beyond the e-text, there is usually no possible way a customer can find the product cheaper than through the bookstore. On those we experience almost zero opt-outs. On e-text only courses, the price is competitive enough that very few customers will bother trying to track down a used copy of the book off of amazon for instance. While we may have a few opt-outs, it is still a small percentage. In terms of access, this is often what seals the program with the instructors. There is no overstating how important it is for students to have their required book on the first day of class. With that in mind we have branded our program “WKU Day One Access.” The combination of providing access to all students the first day and at the cheapest possible price has resulted in a healthy and growing program here at WKU.”

—**Brad Hornal**, Western Kentucky University Text Manager